also submit that all of these claims now satisfy the requirements of 35 USC § 112. Thus, the Applicants believe that all of these claims are now in allowable form.

If, however, the Examiner believes that there are any unresolved issues requiring adverse final action in any of the claims now pending in the application, the Examiner should telephone Mr. Peter L. Michaelson, Esq. at (732) 530-6671 so that appropriate arrangements can be made for resolving such issues as expeditiously as possible.

Specification objection

The Examiner has objected to the substitute specification due to its inclusion of embedded hyperlinks and/or other forms of browser-executable code. The Examiner has required the Applicant to delete this code.

While the specification does indeed include hyperlinks, the Applicants believe that the text of the hyperlinks is a necessary component of the specification in order to comply with the requirements of the first paragraph of 35 USC § 112. However, there is no need whatsoever for any of the hyperlinks to be active. Accordingly, and as sanctioned by MPEP § 608.01 and the portion thereof entitled "Hyperlinks and Others Forms of Browser Executable Code", the Applicants respectfully request the Examiner to disable all of the hyperlinks as well as all other forms of browser executable code in the specification whenever the text of the application is to be loaded into the USPTO web database.

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Given this instruction, the Applicants now submit that this objection should be withdrawn.

Status of pending claims

Claim 107 has been slightly amended. No other claims have been amended; no claims have been canceled.

Rejections

A.   35 USC § 112

The Examiner has rejected claims 107, 37-44, 46-52, 54-59, 61-67 and 69, as they stood prior to this amendment, under the provisions of the second paragraph of 35 USC § 112 as being indefinite.

Specifically, the Examiner points to the recitation "the further file" appearing in claim 107, line 18 as lacking clear antecedent basis.

Upon review of this rejection, the Examiner is quite correct. As such, the Applicants have now amended claim 107 appropriately.

As such, the Applicants submit that all their claims, as they presently stand, are sufficiently definite and consequently patentable under the provisions of 35 USC § 112.

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B.   35 USC § 103

The Examiner has rejected claims 3-10, 12-18,
20-25, 27-33, 35, 37-44, 46-52, 54-59, 61-67, 69, 71-78,
80-86, 88-93, 95-102, and 104-108, as they stood prior to
this amendment, under the provisions of 35 USC § 103 as
being obvious over the teachings in the Judson patent
(United States patent 5,737,619 issued on April 7, 1998 to
D. H. Judson) taken in view of those in the Capek et al
patent (United States patent 6,094,677 issued to P. G. Capek
et al on July 25, 2000). This rejection is respectfully
traversed.

In particular, the Examiner states that the Judson
patent teaches a desire to display locally cached
information, such as ads, to a user's web browser while the
user waits for requested page content to be downloaded.
With respect to the information being image content, the
Examiner states that "the embedded code provides a link to
the address of the image file", with the "content of the
image file providing the message/advertisement". Given
these apparent teachings, the Examiner notes that "this is
an example of using tag code to decouple the
message/ad/object content from the first web page". With
this in mind, the Examiner then finds that the Judson patent
teaches several processes/tests that determine/control
browser function in order to implement the invention
presumably described in that patent.

Having recognized these aspects, the Examiner then
turns to the Capek et al patent. That patent, as the
Examiner states, describes methods to insert information,

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e.g., ads, during delays in retrieving browser requested
pages/information. In the regard, the Examiner states that
the Capek et al patent also describes the use of browser
executed applets to accomplish several functions, e.g.,
detecting a client request for remote information,
determining future delay duration and selecting relevant ads
based on a user's profile.

Given this, the Examiner then concludes that "it
would have been obvious to one of ordinary skill at the time
of the invention to have provided code-based applets with
that of Judson in a manner taught by Capek et al so that the
tests and routines of Judson could be accomplished." On
this basis, the Examiner ostensibly concludes that the
invention recited in each of the Applicants' independent
claims would be obvious in view of these combined teachings
and hence unpatentable under the provisions of 35 USC § 103.

As the Examiner will soon see, his conclusion is
not correct. In fact, combining the references in the
manner suggested by the Examiner yields an approach for
interstitial display that suffers from the very same
deficiencies inherent in the methodology taught by the
Judson patent -- deficiencies which the present invention
advantageously solve! That approach not only teaches away
from the present invention but more specifically leads one
in a totally opposite direction to that which the present
Applicants teach and recite in their independent claims.

To properly provide the Examiner with a full
appreciation of the fundamental differences between the
Judson and Capek et al patents, as combined by the Examiner,

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and the present invention, the Applicants will first
enumerate the salient teachings of the Judson patent,
contrast the present invention to those teachings, then
describe the salient teachings of the Capek et al patent and
finally discuss what would result from combining the
teachings of these two patents and contrast that result with
the present invention, as currently claimed.

First, the Judson patent teaches, as the Examiner
correctly and generally notes, the concept of
Internet-delivered interstitial advertising.

Under the methodology taught by the Judson patent,
advertising content, in the form of an object, is embedded
within a web page itself and, once that page has been
downloaded and locally stored, is subsequently parsed from
the page, accessed from storage and finally rendered during
a next ensuing interstitial interval. In that regard, the
object is itself embedded in an existing web page in such a
manner that the object is masked from page content, i.e.,
the object is not displayed to a user, until the user
activates a link on that page to transition to a next page.
When the existing page is downloaded, the object is read
from the page and stored in local memory from which, as a
result of link activation and during the next interstitial
interval, that object is accessed and rendered while the
next page is being downloaded. In that regard, see col. 2,
line 59 et seq. of this patent which expressly states:

> "The invention is preferably
> implemented in a computer having a
> processor, an operating system, a
> graphical user interface and a
> HTTP-compliant browser. In such case,

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the novel and advantageous features of
the invention are achieved using a first
means, responsive to activation of a
link from a web page, for retrieving an
information object masked within the web
page, and a second means for displaying
information from the information object
on the graphical user interface as the
browser establishes the link.
Preferably, the information object is
masked by an HTML comment tag, which may
include other HTML tags nested therein
to format the information in the
object."

Also, see col. 5, line 33 et seq. which states:

"... an information 'object' is
preferably placed within a comment tag
of a web page and thus is 'ignored' by
the browser in the formatting of the
document then being displayed. This
information object, however, is also
saved to a separate file or cache within
the client."

and, col. 6, line 6 et seq. which states:

"However, because the information
object is embedded within a comment tag,
it is hidden or 'masked' and thus is
ignored by the display routines of the
browser." [emphasis added]

This patent also teaches, in col. 7, line 14 et
seq., that the information object is not limited to being
embedded within an existing web page itself, but can be
"embedded within a home page of the browser or supported
elsewhere within the client itself". Furthermore, as
described in col. 8, line 40 et seq., this information
object may include an applet that, when executed by the

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client browser, may "generate an animated figure or icon,
some aural output, a scrolling display, or a combination
thereof". This applet may be associated with a given
hypertext document -- either by being directly embedded
within the document itself or downloaded from a server, that
supplied the document itself, into browser cache. In that
regard, col. 8, line 36 et seq. states as follows:

> "An applet resides on the server
> associated with a web page and is
> downloaded to the client browser after a
> link is established to the web page.
> The browser includes an engine for
> executing the downloaded applets. With
> this type of browser, the invention
> caches or otherwise stores a downloaded
> applet and later uses it, preferably
> when a new, related link is
> established."

In that regard, in the context of the flowchart depicted in
FIG. 11 and specifically downloading a hypertext document
"with its associated information object" (see col. 8,
line 57 et seq.), its accompanying description in col. 9,
line 28 et seq. states:

> "The method begins at step 110 by
> downloading a first (or 'source')
> hypertext document (which then becomes
> the 'current web page' within the
> context of FIG. 3). This document
> includes an associated information
> object, such as an advertising graphic
> that will be associated with some
> user-selectable display graphic (e.g., a
> link) in the first hypertext document.
> ... To complete the routine, the user
> activates the user-selectable clickable
> graphic at step 118 to link to a second
> (or 'target') hypertext object. As
> discussed above, this retrieves the

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information object for display on the
client interface as the new link is
established."

This patent further teaches, in col. 7, line 18 et
seq., that the information object may be displayed whenever
a call to a web page is made, such as when a search to a
particular URL is initiated or a previously stored URL is
launched. Further, the client can store multiple objects,
in the form of information advertisements, so that the
browser may select, for display, any of them either at
random or based on comparing types of web pages accessed by
the user.

Hence, rather than displaying an object that was
embedded with (or, as discussed below, appended to) the web
page, this patent also teaches that the browser may instead
display a different locally-stored object: one that has been
randomly selected from a group of locally stored objects, or
one that is specifically selected from the group through a
comparison process. But, regardless of how that object is
selected, its selection occurs by the browser itself acting
in response to link activation or entry of a URL, and NOT as
a result of execution of any tag in the page itself.

In particular, if such a selection process were to
be used -- regardless of what it is, there is no teaching
whatsoever in this patent (certainly none in col. 7,
lines 11-33) which indicates that the web page would still
need to contain corresponding tags that reference the
selected object. In fact, given the repeated and express
teachings of this patent, it is eminently clear to one of
ordinary skill that if the object is to be selected by the

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browser, there is simply NO reason for the page to contain
any corresponding tags that reference that object. Any such
selection process would simply be launched as a result of
link activation or URL entry, and nothing else. In essence,
if the object were not present in the page or referenced by
it -- and here it would clearly not be, any such tags would
not be present either. Inasmuch as this latter scenario,
through which the browser selects the object for display, is
irrelevant to the Applicants' present invention -- since the
present invention does not rely on the client browser to
select an object for interstitial display, this scenario
will be ignored hereinafter.

Further, the Judson patent expressly notes that
appending rather than embedding such objects to their
referring web pages is appropriate for relatively large
objects, i.e., "high bandwidth content" such as, e.g., high
resolution graphics, audio or video. In that regard,
col. 9, line 11 et seq. states as follows:

> "An information object may include
> high bandwidth content including high
> resolution graphics, audio and video.
> In some instances then, the object may
> be relatively large in size such that
> "in-lining" the object [within] an
> embedded link (e.g., within an HTML
> comment tag) may not be the most
> efficient way of downloading. In such
> case, it will be desirable (although not
> required) to store the information
> object in the web server 106 separate
> from any particular hypertext document
> so that the object may be downloaded to
> the client machine (with a hypertext
> document) **by being 'appended' at the
> distal or 'backend' of the hypertext
> document that may be used to bring the**

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object down to the client machine. (Of
course, as noted above, information
objects may be stored at the client
machine in other ways besides being
brought down by hypertext documents.)"
[emphasis added]

As the Examiner can now appreciate, this patent
clearly and expressly contemplates, to the extent relevant
to the present invention, the concept of obtaining an object
that is to be interstitially displayed from a web page
itself, such as one embedded within that page or appended to
it in some fashion (e.g., distally).

Hence, the information object, as taught by the
Judson patent and contrary to the Examiner's view, is indeed
tightly coupled to the web page. The reason is very simple:
the object to be displayed is either downloaded with or
appended to the web page with a transition from that page to
another causing this particular object to be displayed --
hence evincing a very tight and intimate coupling between
the two with the page containing either the object itself
and/or a direct reference to it.

This methodology carries a very serious drawback
which fundamentally limits its use.

Specifically, this methodology relies on
establishing a very explicit association (reference) in a
source (referring) web page between that page and an object
to be interstitially displayed. In practice, this explicit
association, being rather inflexible, effectively mandates
that any change to the object is likely to be rather tedious

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and expensive to implement; thus, rendering this approach
very impractical and infeasible to use.

In particular, if an advertiser, using the
page-embedded (or appended) object approach taught by the
Judson patent, wanted to change the content of an
advertisement (advertising object) associated with one or
more source pages -- which regularly occurs, that advertiser
would need to separately access each and every source web
page to change the particular advertising object itself that
is directly embedded within or appended to that particular
page. As the Examiner can undoubtedly appreciate, doing so
can be extremely labor-intensive and hence expensive,
particularly if a relatively large number of web pages is
affected -- as would be the case with even a moderately
sized Internet ad campaign: each and every such page would
need to be individually accessed and appropriately edited.

Alternatively, if that advertising object were in
the form of an applet downloaded from a remote server along
with or as part of the referring web page -- an alternate
technique taught by the Judson patent (see, e.g., col. 8,
line 37 et seq.), and the advertiser wanted to use a
different applet for one or more of these source web pages
(such as to affect, e.g., different animation), then again
each and every such page, would need to be changed to either
include or point to a different applet -- here too a
potentially labor-intensive and expensive endeavor.

The Applicants teach an strikingly and markedly
different concept of providing interstitial advertisements -

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a concept that simply neither exists nor is even suggested in the cited, let alone applied, art.

Specifically, the Applicants' inventive technique, as described on page 22, line 14 et seq. of the present specification, relies on embedding an advertising tag (generally "embedded code") within each of a number of different web pages ("referring web pages") stored on one or more remote network web servers. The advertising tag is very compact and contains two components: one component for downloading a script from a specified distribution server, and the other component being a network address of an information management server (e.g., an advertising management server).

During the course of browsing the web, a user may select and download to his(her) client browser a web page that happens to contain such a tag. As that web page is downloaded, the browser interprets and processes the coding of that page, including the embedded advertising tag itself.

Once the tag is processed, the client browser downloads a script from its corresponding distribution server, which, in turn when executed, downloads and instantiates an agent. Once the agent is itself executing under the browser, the agent issues a download request to the information management server, as specified in the advertising tag.

In response to this request, the information management server -- NOT THE CLIENT or its BROWSER-- selects a given advertisement to be rendered at the requesting

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client browser and then downloads a corresponding
AdDescriptor (manifest) file to the client. The browser, in
turn (and through the agent), reads the manifest and issues,
in succession, a separate request to download each media
player file (to the extent it does not then reside on the
client computer) and each content (media) file, both as
specified in the AdDescriptor file, for that particular
advertisement. Once all these files have been downloaded,
the advertisement is queued for playing and will be played
(by the agent) during an ensuing interstitial interval. The
media and player files are themselves then politely
downloaded, i.e., in background during idle time of the
network connection to the client browser.

As the Examiner can plainly see, the Applicants'
inventive approach totally and completely decouples any
advertisement content from the referring web page. No such
content is stored in the page or appended to it, nor needs
to be. Nor is there any need to pre-store any advertisement
content on the client.

This inventive approach carries several distinct
advantages over traditional Internet advertising approaches,
such as that disclosed in the Judson patent. First, since
the tag is extremely compact, it does not adversely affect
download time for the referring web page. Second, by
downloading a manifest file which contains a listing of
media and player files (along with their network addresses),
the agent, once executing, downloads all the information it
needs to render any highly media-rich advertisement (or
generally speaking any information object). Third, whenever
ad campaigns change, the advertisement can be readily

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changed, at the information management server, <u>without</u>
affecting the coding of any of the referring web pages --
which can save considerable labor and expense.   Fourth, the
manifest file as well as all the information object files
are "politely" downloaded by the agent in background during
network idle time, i.e., when network connections to the
browser are not busy such as while a user is viewing a web
page that has just been rendered.

     Now, as to the Capek et al patent, this patent is
directed to the general concept of utilizing retrieval
delays, that arise in interactive systems, to provide
information to a user stationed at a client computer.   Such
delays arise where, e.g., the client interactively retrieves
program material from a remote server.   In particular, this
information is provided to the user by being "inserted" into
a normal stream of user requested data and then displayed
during a retrieval interval, but only if an expected dwell
time is sufficiently long.   See, e.g., col. 4, line 43 et
seq., and col. 6, line 66 et seq. of the Capek et al patent.
As described in col. 5, line 9 et seq., the insertion may be
retrieved from a repository of insertion material, either
randomly or based on user input.

     In particular, with reference to FIG. 2 and the
accompanying discussion in col. 7, line 18 et seq.,
insertion manager 20, which accesses insertion repository
22, is communicatively situated between client computer 24
and server 26.   In response to a request from the client
computer for program material from server 26, the insertion
manager accesses an insertion from the repository and then
provides the insertion to the client.   As noted in col. 7,

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line 48 et seq., an insertion can be data in virtually any
format supported by the interactive system, e.g., text,
graphics, animation, motion, video, sound and so forth, and
can depict, among other items, advertisements. Furthermore,
as indicated in col. 8, line 11 et seq., manager 20 can
utilize information in a client profile in order to select
an appropriate insertion given a user's interests, income or
other characteristics as reflected in the profile. In some
instances, as noted in col. 8, line 48 et seq., the
insertion may be automatically provided, as an interstitial,
to the user regardless of the retrieval delay time.

As noted in col. 9, line 6 et seq., the insertion
may include a control mechanism which enables the client to
interact with and control the insertion. This control
mechanism, as indicated in this portion of the patent, at a
minimum, can involve replacing the insertion by requested
program material once the program material is received from
the server. This mechanism can be a tag as expressly
stated, in pertinent part, in col. 9, line 25 et seq. of the
Capek et al patent:

> "For example, in the context of the
> WWW, the control mechanism may be
> implemented using a META tag,
> JavaScript, or Java. The META tag is a
> defined HTML tag that is easily
> implemented within the HTML code of the
> insertion. The META tag includes an
> attribute which instructs a web browser
> to load another web page in a predefined
> number of seconds. ... Java ... is
> capable of providing the client with
> elaborate control over the insertion and
> web browser functions, including the
> user interface."

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FIG. 3 of the Capek et al patent clearly depicts, in flowchart form, this operation. With reference to this figure and as described in its accompanying description in col. 9, line 43 et seq., initially insertion manager 20 detects, as represented by block 30, a request from the client for program material. The insertion manager then forwards, as represented by block 32, this request onward to its intended destination. As indicated by block 34, insertion manager 20 then retrieves a particular insertion from repository 22 and sends that insertion to the client while the program material is being retrieved. Thereafter, as represented by block 36, the program material is presented to the client. FIG. 7 depicts, in flowchart form, a sophisticated version of this operation. In this embodiment, as described in col. 11, line 61 et seq., after the request from the client is forwarded to its destination -- this step being represented by block 82, the insertion manager determines, as represented by block 84 whether to present an insertion to the client or not. If manager 20 decides not to present an insertion, due to, e.g., the expected retrieval time being insufficient to support retrieval and display of the insertion, then the insertion manager simply sends the program material it receives from the destination to the client and ends its processing. Alternatively, should the insertion manager decide to provide an insertion, then, as symbolized by blocks 90 and 92, it selects an appropriate insertion based on the client profile and then sends that insertion to the client. The insertion is cached at the client for display, after which the insertion manager sends the program material to the client; these operations being depicted by blocks 94 and 96.

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There can be no doubt the Capek et al patent clearly generally implicates interstitial display. It does.

That being said, the Examiner must keenly focus on the specific order of events explicitly taught by this patent to cause an insertion to occur -- regardless of whether the insertion is interstitial or not. As discussed above, first a client request occurs, and then an insertion is retrieved and provided to the client. The insertion may contain a suitable control mechanism, implemented by a tag, for controlling the insertion. Hence, in essence, the request comes first, then the insertion with the tag is downloaded and finally the insertion is processed. It is only while the insertion is being processed -- i.e., after the request has occurred and after the insertion has been downloaded -- that the tag is executed to control the insertion. Not before.

The Applicants' inventive approach vastly differs from the approach taught by the Capek et al patent. As described above, in the Applicants' claimed invention, a referring web page containing an advertising tag is first downloaded and then that page is executed. In response to execution of this tag, the Applicants' information object is downloaded and subsequently interstitially displayed. The advertising tag, once executed, brings down the information object. In sharp contrast, the Applicants' information object does not bring down or contain the tag as taught by the Capek et al patent.

Now, having discussed the fundamental teachings of the Judson and the Capek et al patents, the Examiner will

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now readily see that combining these teachings will result
in an interstitial display technique that embodies the exact
same deficiency as does the approach taught by the Judson
patent.   In that regard, the combined teachings will lead
one of ordinary skill in the art not only AWAY from the
present invention, but moreover in a direction DIAMETRICALLY
OPPOSITE to it -- contrary to the Examiner's view.

Let us start, as the Examiner does, with the
approach taught by the Judson patent.   Clearly, a desire
exists in the art -- as the Examiner correctly notes -- to
utilize interstitial intervals to display information.

Based on the approach taught by the Judson patent,
a specific information object, for interstitial display,
would be embedded within a source web page or appended to
it.   Next, assume arguendo, that a person of ordinary skill,
were to turn to the Capek et al patent and add its teachings
to the Judson approach.   What would result?

That person might likely think to modify the
Judson approach by not embedding or appending the object to
the source web page and instead, as taught by the Capek et
al patent, placing that object on a remote server.   In
accordance with the teachings of the Capek et al patent, the
object would then be provided to the client computer in
response to a request which the client issues for program
material, here being, as in the Judson approach, link
activation or URL entry for transitioning to a next
successive web page.   Unfortunately, this result would
unnecessarily extend the interstitial interval (retrieval
time) for the simple reason that neither the object nor the

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next successive page would be downloaded until the client
specifically issues that request, with both of those items
then being downloaded during the ensuing interstitial
interval. Hence, the user stationed at the client would
need to wait, once (s)he invokes a link or enters a URL to
transition to a next successive page, for the object to be
downloaded prior to its being interstitially rendered.
This, in turn, would exacerbate the retrieval delay at the
client and clearly be disadvantageous. Consequently, that
person of skill in the art would not likely combine the
teachings of the Judson and Capek et al patents in that
manner.

Alternatively, rather than the source web page
containing an explicit association (reference) to an
embedded object or to a distally situated one, that
reference could very likely be a network address of the
object situated on the remote server. Unfortunately, doing
so results in the exact same problem inherent in the
teachings of the Judson patent alone: the web page still
contains a very explicit association (reference) to a
specific object. The only difference here is that the
address no longer references a local object, but rather one
that resides remotely from the page. As such, anytime a
person wanted to change the object interstitially displayed
through a given source web page, the content in that page
would need to be changed to reflect a different reference
(address). Doing so is very expensive and highly
labor-intensive particularly where a relatively large number
of web pages is affected, as each and every such page would
need to be individually accessed and its content
appropriately edited to effectuate the address change. This

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is the very same inflexibility inherent in the Judson
approach. Combining the teachings of the Capek et al patent
with those of the Judson patent contribute absolutely
nothing to alleviate this fundamental deficiency -- a
deficiency which the present Applicants advantageously
SOLVE!

Furthermore, the Examiner notes that the Judson
patent teachings the use of various tests and routines,
specifically for: determining whether a link is activated,
retrieving and displaying an object simultaneously while a
requested page is being downloaded, and determining whether
the requested page containing an object has been fully
downloaded and is ready for display. The Examiner, based on
the teachings in the Capek et al patent, opines that these
tests and routines could be implemented through
browser-executed applets. Now, even if such applets were
incorporated into the approach taught by the Judson patent
-- as the Examiner proposes, that still in no way
ameliorates the need for the explicit association required
between the source (referring) web page and the object.
What the Examiner must keep in mind is that, as noted above,
the applets taught by the Capek et al patent, though
described in the form of "control mechanisms", are
downloaded as, e.g., Java, tags contained within the object
itself -- not prior to it.

Now, assume arguendo that such applets were to
exist in the client browser separately from the object. In
that case, the function provided by these applets still
requires knowledge of the specific object that is to be
interstitially displayed. In the absence of such knowledge,

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these applets would simply not know which object to display
and hence would display none. Changing the mode through
which each of these tests and routines is implemented --
whether applet-based or otherwise -- does not eliminate,
reduce or even affect the need for an explicit reference, as
taught by the Judson patent, between the source web page and
the object to be displayed. As such, use of such applets
would also contribute absolutely nothing to alleviate the
fundamental deficiency in the Judson approach -- a
deficiency which, as discussed above, the present Applicants
advantageously SOLVE!

Thus, it has remained for the present Applicants
and only the present Applicants to remedy the fundamental
deficiency inherent in the approach taught by the Judson
patent (whether modified by the teachings in the Capek et al
patent or not). The Applicants do so by teaching the
concept of embedding code, specifically an advertising tag,
within a referring web page where that code does not contain
a specific reference to an information object, e.g., an
advertisement, that is to be interstitially displayed and,
as a result, completely decouples the object from the
contents of that page. Once the tag is executed by the
browser, the object is then downloaded and subsequently
interstitially displayed. By completely decoupling, through
use of the code, the object from the contents of the
referring web page, the Applicants provide a very flexible,
cost-effective approach for interstitial display,
particularly where relatively large numbers of referring web
pages are involved.

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There are simply no disclosures or suggestions, of any type, whether explicit or implicit, in either or both of these cited patents that would motivate a person of ordinary skill in the art, when faced with the task of implementing highly flexible, cost-effective Internet-distributed interstitial advertising, towards the teachings of the present invention. In fact, the combination posed by the Examiner -- which relies on tightly coupling a source (referring) web page to an object that is to be interstitially displayed -- teaches directly AWAY from the present invention.

Independent claim 106 contains appropriate recitations directed to the present invention. Specifically, this claim recites as follows, with those recitations shown in bolded type:

> "A computer readable medium storing a first web page wherein the first web page comprises a plurality of computer readable instructions, **the instructions representing page content and embedded code, wherein the code, when executed by a client computer, causes the computer to:**
> **download, from a network server and while the computer renders the first web page to a user through an output device operative in conjunction with the computer, at least one file which is to be subsequently employed, by the processor, to render an information object; and**
> **in response to a user-initiated event, detected by the computer, for transitioning from the first web page to a next successive web page and which signifies a start of a next interstitial interval, suspend further downloading of**

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files and process the one file so as to
render the information object through
the output device to the user during the
interval; and
        wherein use of the code eliminates
a need to store content for the
information object within the first web
page thereby decoupling the object
content from the first web page."
[emphasis added]

Nearly identical and parallel distinguishing recitations
appear in the Applicants' other pending independent claims,
i.e., method claim 107 and apparatus claim 108.

As such, the Applicants submit that each of their
independent claims, namely claims 106, 107 and 108, is not
rendered obvious by the teachings in the Judson or Capek et
al patents, whether taken singly or in the combination posed
by the Examiner.

Accordingly, the Applicants submit that each of
their independent claims is patentable under the provisions
of 35 USC § 103.

Each of the remaining claims, specifically
claims 3-10, 12-18,20-25, 27-33, 35, 37-44, 46-52, 54-59,
61-67, 69, 71-78, 80-86, 88-93, 95-102 and 104 and 105,
depends, either directly or indirectly, from independent
claim 106, 107 or 108 and recites further distinguishing
features of the present invention. Therefore, the
Applicants submit that each of these dependent claims is
patentable over the teachings of the Judson and Capek et al
patents for the same exact reasons set forth above. Hence,

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the Applicants submit that each of these dependent claims is also patentable under the provisions of 35 USC § 103.
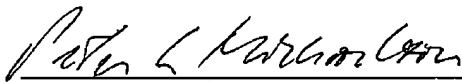
Conclusion

Thus, the Applicants submit that none of the claims, presently in the application, is obvious under the provisions of 35 USC § 103. Furthermore, the Applicants also submit that all of these claims now fully satisfy the requirements of 35 USC § 112.

Consequently, the Applicants believe that all these claims are presently in condition for allowance. Accordingly, both reconsideration of this application and its swift passage to issue are earnestly solicited.

Respectfully submitted,

January 21, 2002

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